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Atlantic provinces shine in Washington, D.C.

In April 2004, Team Canada Atlantic wrapped up two days of meetings with potential agents, brokers, distributors and strategic partners in Washington, D.C.

Chef Hans Wicki and Blair Zinck prepare for a Taste of Atlantic Canada reception.

"It's been a great couple of days," said the Honourable Joseph McGuire, Minister of the Atlantic Canada Opportunities Agency (ACOA). "We came to Washington to help increase export revenue for Atlantic firms and to send the message that Atlantic Canada is a great place in which to invest. We're sending the message that our region embraces new technology as a key driver of innovation and international competitiveness."

Business New Brunswick Minister Peter Mesheau was optimistic about the future of his province in that part of the U.S. "Thanks in large part to our last trade mission to Washington, which was very successful, New Brunswick companies are becoming known in the mid-Atlantic States," he said. "We want to build on our existing relationships and develop new ones.

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Market access report released

Canada's trade priorities outlined

Last month, International Trade Minister Jim Peterson released the government's annual report on Canada's market access priorities for 2004. Entitled **Opening Doors to the World: Canada's International Market Access Priorities - 2004**, *the report highlights the successes of 2003 and sets out the objectives the government will continue to pursue over the coming year.*

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Atlantic provinces

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By the looks of things during the last two days, we're very optimistic this visit will be just as positive."

Over 80% of Atlantic Canada exports are destined for U.S. markets. Exports create one out of every three new jobs in Atlantic Canada, and for every $1 million in exports, 8 to 11 full-time positions are sustained.

One of the scheduled sessions provided business representatives from Team Canada Atlantic with information on how to access U.S. government procurement contracts. Another session hosted by the Canadian Embassy in Washington focused on business process outsourcing. This event provided an important opportunity to position Atlantic Canada as a competitive, skilled and low-cost location for growing U.S. companies—particularly those with a technology and innovation agenda.

TEAM CANADA ÉQUIPE CANADA ATLANTIC ATLANTIQUE

One afternoon roundtable focused on the commercialization of new technologies and highlighted successful models involving innovation and technology commercialization from the Washington area. The roundtable was attended by Atlantic Canadian government officials and senior U.S. executives from the Washington area.

Missions with a history of success

Team Canada Atlantic missions are designed to increase trade and attract foreign investment to Atlantic Canada through strategic initiatives targeted at select U.S. markets. The missions introduce export-ready firms to international markets and provide experienced exporters with the opportunity to explore new markets.

Since the Team Canada Atlantic program began in 1999, there have been a total of nine trade missions to the United States, including this latest mission to Washington. These missions have enabled more than 300 Atlantic Canadian firms to meet with over 2,300 buyers, agents and business owners from across the United States, helping to generate $20 million in short-term sales and more than $115 million in long-term sales.

Team Canada Atlantic partners include ACOA, the Atlantic Canada World Trade Center, Foreign Affairs Canada, International Trade Canada, Agriculture and Agri-Food Canada, Industry Canada and the governments of Prince Edward Island, Nova Scotia, New Brunswick and Newfoundland and Labrador.

For more information, go to www.teamcanadaatlantic.com.

Market access report

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"Since an estimated one out of every four jobs in Canada is linked to exports, our social and economic prosperity relies on our success as a trading nation," said Minister Peterson. "As we build a strong 21st-century economy, we will continue to build on our successes and work to reduce and eliminate barriers to goods, services and investment in key foreign markets."

The report outlines significant market-opening results achieved by the government in 2003, in particular in Canada's largest export market, the United States. These results encompass the opening of new consulates in the U.S. last year under the Enhanced Representation Initiative and expanded bilateral cooperation on the Smart Border Action Plan.

"Canada will continue to work to ensure that the world's markets are open to Canadian businesses," added Minister Peterson. "We will accomplish this bilaterally, regionally and multilaterally, while advancing World Trade Organization objectives."

This report is available at www.dfait-maeci.gc.ca/tna-nac/cimap-en.asp. Paper copies are also available from International Trade Canada by calling (613) 944-3316.

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www.infoexport.gc.ca

Farnborough International 2004

Farnborough, England — July 19-25, 2004 — Held biennially, **Farnborough International** is one of the world's leading aerospace and defence trade exhibitions. At the event in 2002, orders valued at $12.6 billion were announced and more than 1260 exhibitors and official representatives from 32 countries attended. Participation in FI2004 is seen as critical to establish and maintain contacts in the global aerospace market and to obtain information on new programs in development.

Canada will have a significant presence at FI2004. A Canadian Pavilion is being organized under the auspices of the Aerospace Industries Association of Canada in collaboration with the Trade Team Canada Aerospace and Defence (TTCS) sector team (a partnership between industry and government). Canada will also have a Chalet at the show—joining the ranks of major corporations with such a presence. The TTCS will host industry briefings by major Original Equipment Manufacturers (OEMs) for Canadian exhibitors. In addition, a series of networking sessions for company representatives from targeted countries (U.S., France, U.K and Japan) will take place at the Chalet, allowing Canadian exhibitors to network with potential partners.

Trade Team Canada Aerospace and Defence's Market Information and Intelligence (MI/I) program is supporting Canadian involvement in FI2004. The Boeing 7E7 commercial aircraft program will be one of the main key market intelligence topics of this year's Trade Team MI/I program. The MI/I program involves collecting relevant and strategic information and intelligence on foreign aerospace partners and suppliers to the 7E7 program and disseminating it to the Canadian industry. Its aim is to increase the Canadian industry's knowledge of international business opportunities and in turn help make them more competitive.

The 7E7 is the newest aerospace platform in the world market for large commercial jet transports. The 7E7 supply chain is beginning to unfold. Major 1st-tier airframe/structures suppliers have already been selected, and Boeing has completed 70% of the selection of primary systems suppliers for the 7E7.

Opportunities for Canadian aerospace companies to supply aircraft components and systems are available at the 2nd, 3rd and 4th- tier level of the supply chain. It is crucial for Canadian companies to position themselves early in the 7E7 program as the supply chain unfolds. Boeing and its partners are targeting sub-contractors that have the ability to design, build, integrate, test, certify and support components, parts, sub-assemblies and systems. Canadian export-ready aerospace companies should contact the *Trade Commissioner Service* when pursuing subcontracting opportunities with 7E7 airframe/ structures and systems suppliers. The *Trade Commissioner Service* has over 500 trade officers working in more than 140 trade offices worldwide, including in the U.S., Japan, France, the U.K, Australia and Italy, where the majority of 7E7 suppliers are based.

For more information on the 7E7 program, see Market Insight Report - 7E7 at www.infoexport.gc.ca; or contact Jeff Rochon at the Aerospace and Automotive Branch - Industry Canada at rochon.jeffrey@ic.gc.ca (613-954-3400).

For more information on Canadian activities at the show, please contact Brian Botting at the Aerospace and Defence Trade Team Canada Secretariat, tel.: (613) 954-3328; e-mail: botting.brian@ic.gc.ca; or Nancy McNiven at the Canadian High Commission in London, e-mail: nancy.mcniven@dfait-maeci.gc.ca.

Additional information on the show itself can be found at www.farnborough.com.

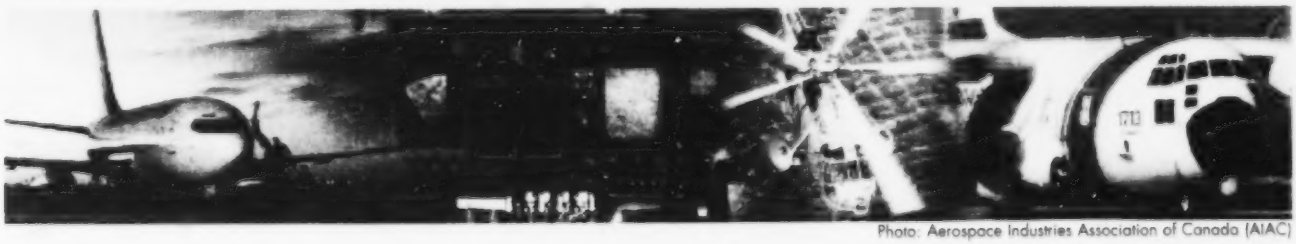

Photo: Aerospace Industries Association of Canada (AIAC)

'Bumper crop' at Alimentaria 2004

This year, more than 144,000 international buyers visited ***Alimentaria 2004****. This spectacular increase in foreign buyers makes this event the second largest in Europe. The 15th edition of Alimentaria showcased nearly 4,000 companies, including over 1,000 international companies.*

Quebec's Design & Réalisation shows off its chocolate fountain equipment to chocolate-savvy Barcelonans.

Close to 60 countries were represented, including 223 companies from Italy, 122 from Germany, 140 from France and 70 from Belgium. Other countries such as Serbia-Montenegro, South Africa and Sri Lanka also had national booths. There was also significant participation from Latin American countries, and more companies from Asia and the Maghreb. Even though many international agri-food shows have been struggling, exhibitors at Alimentaria have increased by 20%.

Canadian success

Based on their attendance at Alimentaria, Quebec's **Design & Réalisation** will be opening an office in Barcelona to distribute its chocolate fountain equipment, and **Les produits Zinda** is in negotiations for major sales in Spain, the United States and the Middle East and forecasts that Alimentaria will generate sales of $300,000. Ontario's **Export Packers** sold five containers worth $60,000, and Quebec's **Fruit d'Or** found a distributor in Spain and Andorra.

The Canadian Pavilion was managed by Agriculture and Agri-Food Canada and the Canadian Embassy in Madrid. With 19 companies attending, the Canadian participation was the largest ever at Alimentaria.

All companies were satisfied with their participation and many will attend in 2006. Generally, companies reported that the kind of customers they met at Alimentaria were different from those at SIAL or Anuga. Had they not attended, it would have been impossible to make these new contacts because many foreign buyers do not go to trade shows in northern Europe. The Middle East, the Maghreb and southern Europe were the best-represented regions.

For more information, contact Marc Lionel Gagnon, Commercial Officer, Canadian Embassy in Madrid, tel.: (011-34-91) 423-3228, fax: (011-34-91) 423- 3252, e-mail: marc.l.gagnon@dfait-maeci.gc.ca, Web site: www.canada-es.org.

Germany to host world's largest medical exhibition

DÜSSELDORF, GERMANY — November 24-27, 2004 — Each year, Düsseldorf is host to **Medica**, the world's largest medical exhibition. Medica 2003 featured approximately 3,900 exhibitors from 65 countries and attracted 134,700 professional visitors. This was the largest number of visitors in the show's 35-year history. A second show, **CompaMED**, is held concurrently at the Düsseldorf fair grounds and features companies that provide raw materials for the medical devices industry.

Close to 60 Canadian companies exhibited at Medica 2003 in a wide range of product areas. Most Canadian companies were part of the Canada pavilions at the show, which resulted in a high level of satisfaction among show participants.

Medica provides a unique opportunity to access the German medical devices market, which is the third largest in the world and the biggest in Europe by far. Given the international nature of both exhibitors and visitors, it is also an excellent springboard to access the global market.

Planning is currently under way for participation in Medica 2004 and CompaMED (November 24-26).

For more information on these shows, or to find out more about the German market, contact Andrew Haswell, Vice-Consul and Trade Commissioner, or Monica DeVilliers, Commercial Assistant, Canadian Consulate in Düsseldorf, e-mail: ddorf@dfait-maeci.gc.ca, Web site: www.medica.de.

South China: an economic powerhouse

With a population of 170 million—that's about 13% of China's total population—living on only 6.13% of China's total land area, the four South China provinces of Guangdong, Fujian, Hainan and Guangxi Zhuang autonomous region form one of China's most economically and culturally dynamic regions.

Guangdong province, adjacent to both Macau and Hong Kong, is the economic powerhouse of the region. The province of Fujian is famous for being the starting point of the ancient maritime silk road to the Arab world some 1000 years ago, and directly faces the island of Taiwan. Famous for its natural resources, Hainan province is a popular tourist destination with well-protected tropical scenery. And Guangxi Zhuang is known for its multi-ethnic society, with over 40 different ethnic groups.

Special Economic Zones

The five original Special Economic Zones, established since the early days of China's economic reforms, are all located in South China: Shenzhen, Shantou, Hainan, Zhuhai and Xiamen. Shenzhen, one of the most successful zones, is renowned for its growth in the manufacturing sector, and more recently in the information and communications technology (ICT) sector. While Shenzhen has benefited from its close proximity to Hong Kong, Shantou mainly attracts Southeast Asian investors. Zhuhai, on the other hand, has been established as a high-tech belt, while Xiamen attracts many Taiwanese investors, given its proximity to Taiwan. The entire island of Hainan is a special economic zone and is the largest in China.

The five Special Economic Zones play an important role in establishing trade and investment as an essential characteristic of South China, and in positioning the region as an attractive market for exporters and investors from all over the world. In 2002, trade in the four southern provinces totalled $343 billion (40.88% of China's total trade), while the total gross domestic product (GDP) for the region amounted to over $325 billion. GDP growth in South China averaged 9.71%, and total foreign direct investment reached some $28.52 billion for that same year. Consequently, South China boasts some of the highest income levels in the country. Disposable income ranges from $1,150 in Hainan to $2,572 in Guangdong.

Each of South China's four provinces have unique characteristics. Guangdong is China's factory and export processing centre, and is also China's wealthiest province with close to 80 million relatively affluent consumers. Light industry has always been of significance in Guangdong, including handicrafts, food processing and textiles. Recently, more focus has been put on developing heavy industry involving shipbuilding, automobile manufacturing and petrochemical refining.

The province of Fujian is rich in forestry, mining and water resources, and is geographically best positioned for cross-straits trade with Taiwan. Fujian is developing rapidly, thanks to investments mainly from Taiwan.

Unlike the first two provinces, the autonomous region of Guangxi Zhuang is still relatively undeveloped, with agriculture being the primary industry. However, Guangxi is rich in mineral and energy resources and its industrial sector is growing rapidly. With its three ports, Guangxi is well positioned as an entry point into Western China.

Lastly, Hainan is China's youngest province (given provincial status in 1988) and is particularly rich in tropical agriculture and aquaculture.

Pearl River Delta

South China is also home to the Pearl River Delta (PRD) economic zone. The zone includes Shenzen, Dongguan, Guangzhou, Foshan, Jiangmen, Zhongshan, Zhuhai and parts of

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Photo: Joseph Fung

Guangzhou Tianhe District

The Junos rock Los Angeles and Sydney

Two Juno networking events were held in Los Angeles and Sydney in April 2004 to promote Canadian music artists and the Junos to an influential international audience.

One of the plasma screens on which the Junos were viewed with the Sydney Opera House in the background.

Los Angeles

Over 100 industry representatives and musicians gathered in Los Angeles to watch the Juno Awards live from Edmonton. Organized by the Canadian Consulate General in Los Angeles, the event enabled music executives from the major studios and independents based in L.A. to focus their attention on Canadian talent, not to mention enjoy a great Canadian beef dinner.

Organized in collaboration with the Canadian Academy of Recording Arts and Sciences, the Juno networking event capped an ongoing business development campaign that was designed together with provincial partners including the Society of Composers, Authors and Music Publishers of Canada, the Canadian Independent Record Production Association, Telefilm Canada, FACTOR and others.

The event attracted guests from all quarters of the L.A.-based industry including labels, publishers, music licensing executives from film and television, performing rights associations and talent bookers such as Clear Channel, Fox Studios, ASCAP, Dreamworks, PeerMusic Publishing, Electronic Arts, Warner Music and Hollywood Records.

Sydney

On the other side of the Pacific, 70 guests also gathered to watch the Junos. With the support of the Arts and Cultural Industries Promotion Division at Foreign Affairs Canada and International Trade Canada, the Canadian Consulate in Sydney was able to replicate the L.A. model. Key guests included the Managing Director of Warner Music Australia, the Producer of Network Ten's Video Hits, a senior booking agent for the Frontier Touring Company, and a representative from Sound Gallery Management.

The Sydney Juno networking event came at a good time. Many of the artists featured at the Awards, including **Nickelback**, **Sarah McLachlan** and **Michael Bublé**, are about to tour Australia. **Kathleen Edwards** and **Sam Roberts** have also been busy capturing the attention of Australian distributors and tour agents. In 2003, the Australian recorded music market was valued at $646 million.

For more information, contact Sharon Pinney, Canadian Consulate General in Australia, e-mail: sharon.pinney@dfait-maeci.gc.ca or Jennifer Price, Canadian Consulate General in Los Angeles, e-mail: jennifer.price@dfait-maeci.gc.ca.

South China

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Huizhou and Zhaoqing. The region is approximately the size of Nova Scotia and is home to 40 million people.

Since the start of China's market reforms in 1980, the PRD economic zone has been at the centre of China's economic transformation. From 1980 to 2000, the PRD was the fastest growing region in China, growing at a rate of 16.9% compared with 9.6% for the mainland. The PRD accounts for just 3.3% of the population of China, but 9% of GDP, 25% of FDI and 33% of exports.

Trade opportunities exist in several sectors, but Canadian firms should focus on ICT, the environment (waste and water management), agri-food, transportation (automotive parts, rail, Intelligent Transportation Systems), education, as well as building, construction and materials (specifically architectural services, housing and infrastructure), machinery and plastics.

For more information on opportunities in South China, contact the Canadian Consulate General in Guangzhou, tel.: (011-86-20) 8666-0569, fax: (011-86-20) 8667-2401, e-mail: ganzu@dfait-maeci.gc.ca, Web site: www.guangzhou.gc.ca.

Product packaging checklist for exporters

Before you send the goods off to your foreign customer, you may want to consider the following:

Determine the mode of shipping. Does it make sense to use air or marine? Will you have to use road or rail for part of the journey? Look into the options and conduct a cost/benefit analysis.

Determine whether to ship directly or indirectly. Will your goods be sent to the buyer directly? Is there a distributor or warehousing facility involved in the process? How will this affect your costs and ability to fill the order?

Determine suitable packaging for the shipment. This will depend on the mode of shipping, the destination, the number of stops (and storage), the fragility of the goods and their sensitivity to environmental changes. It is critical to use suitable internal protection, as well as a durable container. You may also want to consider shock and tilt indicators for packages that may be susceptible to overzealous handling.

Apply appropriate markings to the package. While they do not guarantee damage-proof shipping, handling labels may potentially minimize the abuse your shipment experiences. Of course, handling labels are most effective when the people handling the packages can understand the language or symbols used.

Mark all relevant information on packages. This information includes port of destination, transit instructions, contact information of the consignee, package dimensions and weight, package number and invoice/order number.

This information is drawn from the Canadian Trade Commissioner Service guide *Export Packaging: A Guide for Exporters*, available at http://www.infoexport.gc.ca/shipping/menu-e.htm. For more information on exporting, go to exportsource.ca or call Team Canada Inc's toll-free Export Information Service at 1 888 811-1119.

Exporting renewable energy products and services

Alternative and renewable energies are considered technologies of the future. But the future is here and Canada is on the leading edge of this rapidly growing industry. Governments and citizens around the world are recognizing that we must change the way we produce and consume energy. Canadian firms can capitalize on this opportunity by preparing their renewable energy products and services for export markets.

Natural Resources Canada is committed to increasing access to international markets for Canadian firms working in the area of renewable and alternative energies. It also provides market intelligence, export marketing assistance, trade promotion and other services to help exporters successfully enter new markets abroad.

Whether you manufacture photovoltaic cells or harness the wind, foreign market demand for renewable energy products and services continues to grow.

To find out more about renewable energy, go to www.nrcan.gc.ca/es/renewable_e.htm. To learn more about exporting, call the Team Canada Export Information Service at 1 888 811-1119 or go to http://exportsource.ca.

Exporting environmental products and services

As blessed as we are in Canada with fresh air, clean water and effective waste-management systems, we are still susceptible to environmental degradation. Consequently, Canada has developed specialized capabilities in the areas of environmental management, products and services.

Many countries across the globe are confronting severe environmental challenges with the help of Canadian firms. Large populations, industry pollution, poor sanitation services, unsustainable agricultural and fishing practices and a host of other concerns have been ignored and are reaching a critical condition in some of these nations. Canadian businesses have the knowledge, experience and capabilities to reverse this environmental degradation. Many of these businesses have discovered that exporting environmental products and services is a rewarding and profitable experience on many levels.

Many governments are looking to develop or upgrade their environmental infrastructure to address years of neglect, rapid population increases or industry growth. In many nations, the public is becoming increasingly aware of environmental issues and, as a result, is becoming a serious consumer of diverse products such as air filtration systems, water distillation units, eco-friendly cleaning products and recycled paper products.

Take your first step on the world stage by calling Team Canada Inc's Export Information Service at 1 888 811-1119 to find out more about exporting, or go to http://exportsource.ca, Canada's most comprehensive on-line source of export information.

Cultural trade events calendar

New York, New York — August 14-19, 2004 — The **New York International Gift Fair** is the global marketplace for giftware in the United States. Twice a year, more than 2,900 exhibitors and 45,000 attendees from around the world visit to display and find the most sought-after gifts. **For more information**, go to www.nyigf.com.

Edinburgh, Scotland — August 15 - September 5, 2004 — The **Edinburgh International Festival** attracts artists, industry representatives and spectators from all around the world for three weeks of the very best opera, theatre, music and dance. **For more information**, go to www.eif.co.uk.

Montreal — August 26 - September 6, 2004 — **Le festival des films du monde** attracts cinema professionals and the general public to view films from more than 70 countries. **For more information**, go to www.ffm-montreal.org.

London, United Kingdom — September 1-3, 2004 — **ECTS** is the place in Europe where the entire interactive entertainment industry comes together to do business. Hardware and peripherals manufacturers, software publishers, distributors, developers and magazine publishers will exhibit. **For more information**, go to www.ects.com.

Toronto — September 9-18, 2004 — The **Toronto International Film Festival and Trade Forum** is a must-attend event for anyone who works in the film industry. The annual trade forum aims to stimulate the growth of Canadian film. For more information, go to www.e.bell.ca/filmfest.

Halifax — September 18-20, 2004 — The **Atlantic Film Festival's Strategic Partners Conference** presents an international co-production and co-venture conference, featuring meetings with key players from around the world. This year, Strategic Partners will focus on the U.S., U.K., Ireland and a new country or region to be announced shortly. **For more information**, go to www.atlanticfilm.com/strategic.

Berlin, Germany — September 18-22, 2004 — **Art Forum Berlin** welcomes exhibitors and visitors from around the world interested in video, photography, painting, sculpture and installation. Production in every media will be represented. **For more information**, go to www.art-forum-berlin.com.

Vancouver — September 23 - October 8, 2004 — The **Vancouver International Film Festival and Trade Forum** encourages and educates Canada's film and television community to produce quality product for domestic and international markets and to establish and foster long-term trade and industry relationships. **For more information**, go to www.viff.org.

Montreal — September 24 – October 31, 2004 — The fourth **Biennale de Montréal** will focus on the development and protection of public spaces, urban planning and public art. **For more information**, go to www.ciac.ca/biennale2004.

Toronto — September 30 - October 4, 2004 — The **Toronto International Art Fair** is the most important art fair in Canada. Last year, 77 galleries from 11 countries exhibited their works. **For more information**, go to www.tiafair.com.

Get connected to international business opportunities! To get trade leads in your sector from the International Opportunities Business Centre (IBOC), register for the Virtual Trade Commissioner at www.infoexport.gc.ca—the only way to learn about IBOC's e-leads.

Also, go to IBOC's Web site at www.iboc.gc.ca and click on "Success Stories" to read about how IBOC has matched Canadian companies with foreign buyers.

Enquiries Service

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